



Spokesman

KETCH BUILDING - CLEVELAND - OHIO

WHY CONCERN OURSELVES WITH SAFETY?

In a recent broadcast, a prominent speaker expressed the opinion that it may be necessary, as a means of reducing traffic accidents, to restrict the maximum speeds of automobiles at the factory.

Such statements may not be of immediate significance. On the other hand, they may begin a train of discussions which would eventually lead to drastic and harmful legislative action.

No responsible oil man has the slightest sympathy with persons who abuse the speed built into their car. None discounts the seriousness of the automobile death rate.

But every oil man realizes that the present position of the automobile in American life--its profound effect on American prosperity--is due largely to its marvelous efficiency--its flexibility, its power and its ability to function perfectly under severe conditions.

It is natural that so efficient a unit should be capable of speeds beyond normal requirements. An overwhelming percentage of car owners use this speed with discretion and safety. To place restrictions on the manufacturer is to penalize all drivers for the sins of a few without solving the basic problem--which is and always has been the recklessness and carelessness of a very small minority.

As long as the accident toll continues, however, there is danger of rash action by some state legislators which, in turn, may stampede other states into line. The eventual result of such restrictive regulation might be the curtailment of the use of the automobile as a vehicle of long-distance travel, with a consequent reduction in the use of gasoline, motor oil, lubricants and other automotive products.

It would seem, under those conditions, that the oil industry has a very definite interest in traffic safety--a very sound reason not only to cooperate with public officials, but to take the lead in promoting "driving temperance."

Officers and Directors of the National Lubricating Grease Institute

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DEVELOPMENTS OF INTEREST TO

HUDSON ANNOUNCES NEW CAR IN LOWEST PRICE FIELD

Hudson has entered the lowest price field with the announcement of a new car, the Hudson 112. The 112 is built on an entirely new, 112 inch wheelbase chassis and is powered by a 6 cylinder, 83 horsepower engine. Body and hood are entirely new in design. Unusual body roominess is an outstanding feature of this new car in the lowest price field. Early production will include four body types: Sedan, 3-passenger coupe, 4-passenger coupe and a convertible brougham.

The frame layout and many of the details of the new 112 model are different from the other Hudson models. Front springs are shackled at the front ends only, with spring bolts at the rear ends, and spring seat lubrication is eliminated. Springs on the 112 are not equipped with covers. The electric hand gear shifting device and vacuum clutch control are not available on the new model.

Shock absorbers are of the airplane type, developed and introduced by Hudson several years ago. The wet type clutch, a feature of Hudson and Terraplane models for a number of years, is used on the new car. As on the larger Hudson models for 1938, the clutch release bearing is equipped with a lubrication fitting, through which Viscous Chassis Lubricant should be applied every 1,000 miles.

Capacities on the 112 are as follows:

Crankcase.....	4 $\frac{1}{2}$ qt.
Transmission.....	3 pt. or lb.
Differential.....	2-3/4 pt. or lb.
Cooling System.....	12 qt.
Gas Tank.....	12 $\frac{1}{2}$ gal.

Tire size on the 112 is 5.50 x 16, and correct pressures are: Front, 24 lbs.; Rear, 32 lbs.

CADILLAC BRINGS OUT NEW V-8 MODEL

Early in January a new V-8 model was added to the Cadillac line. This model is known as the Standard (60). The V-8 model which was introduced earlier in the season as the 60 is now known as the Special (60S). The new 60 is built on a 124 inch wheelbase chassis, while the wheelbase of the 60S is 127 inches. Although these two V-8 models are somewhat similar in appearance, they should not be confused.

Lubrication details are essentially the same with one exception: the rear spring front bolts on the Special (60S) require no lubrication, while on the Standard (60) there is a fitting at the front end of each rear spring, through which Chassis Lubricant should be applied every 1,000 miles.

Serial number, which are the same as engine numbers, for these models are as follows: Special (60S)--6,270,001 and up; Standard (60)--8,270,001 and up.

THE NEW GEAR LUBRICANT SAE 140

Effective January 14, 1938, a new gear lubricant, SAE 140, makes its appearance as a standard name. It is to take the place of the two lubricants, SAE 110 and SAE 160, which will be continued during the transition period of 18 months end-



EVERY INSTITUTE MEMBER

ing July, 1939, after which they will be discontinued and only SAE 140 will be available. The complete series of SAE viscosities for gear lubricants will then be;

SAE 80
SAE 90
SAE 140
SAE 250

MODEL CHANGES AND LUBRICATED TIE RODS FOR STUDEBAKER

The model designation of the 1938 Studebaker model 8A, originally known as the Commander, was later changed to De Luxe Commander (8A). The name of this model has again been changed and it is now to be known as the State Commander (8A). The President (4C) is now to be known as the State President (4C).

All 1938 Studebaker models were originally equipped in production with rubber bushed tie rod ends, requiring no lubrication. Word has just been received from the factory that, effective with the following serial numbers, tie rods used in production are of the spring loaded, self-adjusting, metallic seat type.

<u>Model</u>	<u>South Bend</u>	<u>Los Angeles</u>
7A	5,585,656	4,800,532
8A	4,098,477	5,850,806
4C	7,121,163	7,801,932

The spring loaded type tie rods are equipped with pressure gun lubrication fittings, through which Chassis Lubricant should be applied every 1,000 miles.

WELCOME: Officers, directors and members welcome The Union Oil Company of California as an active member of The Institute. The company will be represented by R. Cubicciotti, Union Oil Building, Los Angeles.

CALENDAR OF PETROLEUM EVENTS

March

- 2 - 4 Indiana Independent Petroleum Assn., Spring Convention and Refiners' and Suppliers' Exhibit, Hotel Severin, Indianapolis, Indiana.
- 2 - 4 Iowa Independent Oil Jobbers Assn., and Trade Exhibit, Ft. Des Moines Hotel, Des Moines, Iowa.
- 7-12 American Society for Testing Materials, Spring Regional Meeting and Group Committee Meetings, Seneca Hotel, Rochester, N. Y.
- 10-11 Society of Automotive Engineers, National Aeronautic Meeting, Mayflower Hotel, Washington, D. C.
- 23-25 American Society of Mechanical Engineers, Los Angeles, California.
- 24-25 AMERICAN PETROLEUM INSTITUTE, Division of Production, Spring Meeting, Southwestern District, Blackstone Hotel, Fort Worth, Texas.
- 28-30 Society of Automotive Engineers, National Passenger Car Meeting, Hotel Statler, Detroit, Mich.

Planned to
Develop
the
1000-Mile
Lubrication
Habit--
the most
Important
Objective
of the
Lubrication
Industry



FRICTION IS A THIEF

IT ROBS
YOUR CAR OF PERFORMANCE
AND ROBS YOU THROUGH
NEEDLESS REPAIR BILLS



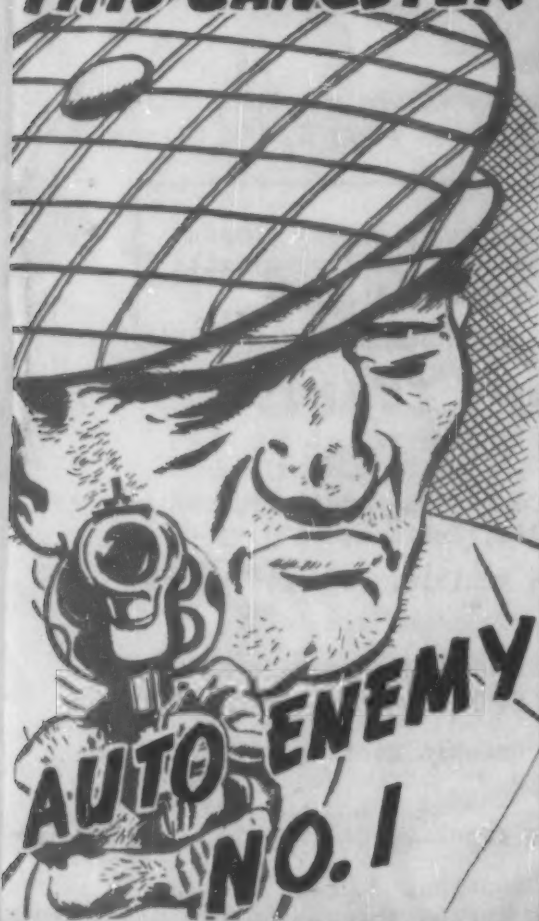
Friction is a thief. It steals miles off the life of your car. Friction is a menace. It can rob your car into a serious accident. Friction is a pick-pocket. It is taking money out of your purse in needless repair bills. Friction is a nuisance. It can prevent your car from running smoothly, efficiently and economically.

The one way to foil friction is to have your car lubricated regularly. Your car manufacturer recommends a thorough lubrication every 1000 miles. Get into the 1000 mile lubrication habit for a safer, smoother, more economical car.

LUBRICATE FOR SAFETY EVERY 1000 MILES



GET RID OF THIS GANGSTER



FOLDER NO. 6

in the Institute's 1000-Mile Lubrication Drive

. A powerful sales story told in 3 minutes by means of gripping illustrations and concise text matter.

Designed to be read by the customer while attendant is greasing his car and rendering usual courtesy services. Converts an awkward pause into a profit opportunity.

The motorist is intrigued by the cover, impressed by the message, ready to say "yes" to the question "Shall we make a definite date to lubricate your car?"

Attractively printed in two colors. Available to members at \$4.25 a thousand. Space for imprinting. Write the Secretary today.



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